

BAIT FOR THE FAIR

Fielding Writes About Things Which Money Cannot Buy.

MAUD'S WEAKNESS FOR SNAPS

He Exposes a Few Metropolitan Snarers and Pitfalls, and Tells How He Happened to Fall Into Them.

The New York shop window is an interesting study. I am of the opinion that if a competent philosopher should write a book on the subject, he would start to death like any other writer, but the book would be worth reading, and the publisher might make money. For the shop window is the index of the character of the race. The man who arranges it at a salary of nine dollars a week must be a deep student of human nature, otherwise his employer could not pay his rent, and the gentleman whose remote ancestor stole the land on which the shop stands would find his income seriously impaired. It requires genius to properly bait a shop window in the great metropolis, and this genius is evolved, like any other sort. Originally it was the custom to put into the shop window samples of the goods for sale within, the curbs announcing the prices. This way still is done with fishbills and "breakfast ready," but in the higher walks of trade the practice is obsolete. It will attract no attention on Broadway. Your New Yorker would rather stand on the curbstone and watch the cable cars kill some one. No storekeeper trusts in such a device unless he is honest, in which case he



MADLY AFTER BARGAINS.

does not remain in business long enough to figure in this discussion. The new and better system I can illustrate by an anecdote.

For more than four weeks I had acutely desired a pair of yellow shoes, but had been unable to find any that suited my slender means. At last, however, I discerned in a window on lower Broadway a pair marked two dollars and ninety-eight cents. They were worth five dollars or I am no judge of shoe leather. I therefore immediately went in to cheat the dealer out of two dollars and two cents.

I approached an overworked salesman who was clothed principally in perspiration, and said: "I wish to see a russet shoe like the sample in your window marked two dollars and ninety-eight cents."

"Certainly, sir," replied the obliging young man, and he produced a shoe. "That seems to be good value for the money," I frankly admitted.

"It is," he responded, cordially. "However," said I, "as this shoe appears to be a No. 12, I think perhaps you'd better get me another."

He complied with alacrity. The shoe which he brought was not quite like the other, but it seemed to be at least as good. I put it onto my right foot, which is, unhappily, the smaller, but when I got to try shoes it always happens that my left stocking is darned. The shoe fitted most of my foot fairly well and the remainder, I thought, could stand it.

"These are two dollars and ninety-eight cents, I believe?" said I.

"Oh, no," replied the faithful and intelligent salesman, "those will be five dollars and fifty cents. They are all French calf and will squeak in several other continental languages."

"Go," said I, sternly, "and get me a pair like those in your window."

He was absent several minutes. When he returned he had one hand behind his back. In the other he held the genuine \$2.98 shoe. I took it and subjected it to a cursory examination.

"You could not drive my foot into that shoe," said I, "with a triphammer."

"I'm sorry," said he, winking a drop of perspiration out of his eye. "It's the nearest we have to yoursise. Now,



ANOTHER SHOE ENTIRELY.

here is something," and he flashed the other hand in view, "which will cost you—wait a minute."

He approached the proprietor of the store, or somebody who poses for the proprietor in games of that kind, and whispered in his ear. He pointed to me and afterward to the shoe. The proprietor cast upon me a glance of well-merited admiration. Then he nodded affirmatively, with a kind, eloquent smile.

"Yes, I can let you have them for an even five dollars," said the salesman, returning.

Now the funny part of this is that I bought those shoes. A man with strabismus, myopia, cataract and a sign reading "I am blind" stuck in his hat could have seen through that game, and yet I bought the shoes. However, I cannot be the only man with that kind of an intellect, for the trick seems to be spreading.

When I got out of the store I passed a moment to contemplate the \$2.98 shoes which I had not purchased. The \$5.00 pair was all my loss. I got one

foot upon the window sill. The temperature was just inside. I compared the two, and as sure as I am a Yankee and ought to know better, they were identical.

The chief beauty of this trap is that one acquires the habit of falling into it. Only a very few days after the incident just described, I noticed on my way back from lunch a great crowd before a gentlemen's furnishing goods store. Several policemen were trying to make the crowd move on, and I will never hear another word against the force. Paying no heed, however, to the guardians of public safety, I approached the window. The first thing I saw was a fine white waistcoat marked 25 cents. From a large sign across the top of the window I learned that some person had become bankrupt, and that the gentlemen within were celebrating the event. I could not help regarding the man's failure as a special providence, for I had expected to pay as much as \$2 for a waistcoat.

I forced my way inside the store. "I will take one of those thirty-five cent waistcoats," said I.

"Only one left," said he, "and that's in the window. It's also forty-nine. Perhaps you could make it go by carrying it around yourself twice. No? Is there anything in underwear? We have a fine line of—"

"I don't mind buying some stockings," said I. "There's a pair in the window marked twelve and one-half cents."

"They're the last we've got," he replied.

"Well, I'll take them then," said I. "They're my size, for I noticed the stamp."

That was where I thought I had him, but he was a better business man than I shall ever be.

"They ain't mates," said he, without a blush, "but if you want a really good ho"—singular for hose in this young man's dictionary—"here's something we can recommend."

It looked pretty good at forty cents, but I resented the deceit that had been put upon me. I refused to buy any. But just then another salesman rushed up and wanted to take the whole lot away from the fellow who was working me. I caught some words about a "senior customer."

"No, sir," said I, "he don't get 'em. I'll take the lot."

I was a little ashamed of this transaction afterwards, and, to get square, I asked for everything which I had seen in the window. I even went outside and committed a long list of articles and prices to memory. Then I came back and gave the salesman a chance to show what a really competent liar is worth in the furnishing



THE DELUSIVE WAISTCOAT.

goods business; and I am bound to say that he stood the test well. But on handkerchiefs I caught him. They were marked forty-nine cents, in the window, and my man had to confess that a few dozen remained. Here, thought I, is the real bargain! I have struck it at last. I bought enough to last my washerwoman's husband for nearly a year.

Then I took my purchases home to Maud, and she told me calmly and coldly what they were worth. It appeared that I had been "stuck" in a most painful manner. There was an intimation also as to what I was worth, considered as a rational being, and she set the figure lower than I am accustomed to do, in my more cheerful moments.

However, as she was lured into a store the next day, by a display of fifty cent gloves and came out with a pair that cost \$1.90 and split down the ball of the thumb before she got home, I do not feel wholly defenseless.

HOWARD FIELDING.

The Rock That Moses "Smote." The famous "Rock in Horeb," anciently called the "Rock of Massah," and at present known throughout the Orient as the "Stone of the Miraculous Fountain," being the identical rock which Moses struck with his rod in order to give water to the children of Israel, is religiously preserved and guarded even down to this late date. Dr. Shaw in his book, "Shaw's Travels," page 225, says: "It is a block of granite about six yards square, lying tottering and loose in the middle of the valley of Rephidim, and seems to have originally been a part of Mount Sinai." The action of the waters of that miraculous fountain, as related in the 17th chapter of Exodus, hollowed a channel about 2 inches deep and more than twice that broad across the face of the rock, this not upon unsupported testimony, but upon the word of such men as Rev. Dr. Shaw, Dr. Pocock, Lieut. Glogher and other eminent scholars and travelers. M. Beaumont, a German nobleman who visited the "Rock of Horeb" in the year 1807, declares his belief in the generally accepted story of it being the rock of Moses' famous fountain. See "Churchill's Collection of Voyages," volume 1, page 227.

A Snake Laboratory Founded. An enlightened Bengali, Balu Govind Chandra Laha, has contributed 15,000 rupees toward the expenses of a snake laboratory at Calcutta. Two main lines of research will be followed in the laboratory. So-called cures for snake bites will be tested under strictly scientific conditions, and the properties of the snake poison as such will be investigated. The laboratory will be the only institution of its kind in the world, and the committee of the Calcutta Zoological gardens which has taken the matter in hand expects that it will be largely resorted to by the scientific inquirers who visit India during cold weather. In accordance with the practice of scientific laboratories in Europe a charge will be made for the use of tables and instruments at a rate sufficient to cover working expenses. Work done on behalf of the government will also be charged for according to a regular scale.

N. & M. FRIEDMAN

THIS WEEK

Our offerings will be of special values—will present an opportunity to purchase Dry Goods at vastly reduced prices. We shall have a general housecleaning. We want you to call every day this week to see the shiploads of bargains. We extend a special invitation to you to visit our stores and take a hand in the work of

CLEARING OUT STOCK.

Short lengths of Wash Goods, Silks, Black Goods, Wool Dress Goods and Remnants, odds and ends, will be placed on separate counters and closed out at greatly reduced figures. Every department will offer in their special lines advantages that you should not miss.

Ladies' Shirt Waists.

We will offer entire line of Ladies' Shirt Waists at extremely reduced prices. The assortment is still complete and styles of very latest conceits. We must sell every one of them. Come and let us fit you to the size you wear and we will guarantee the price will be the right size to suit you.

Linens.

Our Linen Department will offer strong values this week. Table Damask in bleached or unbleached by the yard at extremely reduced prices.

Unbleached Table Damask at... 19c, 25c, 29c, 39c, 49c yd

Bleached Table Damask at... 47c, 55c, 59c, 69c, 73c yard

Double Satin Table Damask red. from \$1.25 to .98c yd

Pure Linen Napkins reduced to 44c, 59c, 63c, 79c, 98c doz

Crash Toweling..... 3 1/4c, 5c, 7c and 9c yard

Special reductions in Stamped Linens. Entire lot of Stamped Linen Tray Cloths, Commode and Dresser Scarfs, Splashers, Combing Towels, ranging in value 50c to 75c, are to be closed out at..... 39c

Stamped Linens, worth 35 to 50c, reduced to 25c to close

Cloak and Suit Dep't.

Ladies' Calico Wrappers, nicely made and splendid patterns, reduced to..... 89c

Ladies' Print Suits reduced to \$1, \$1.25, \$1.69 and \$1.89

Ladies' Duck Suits are the chic garments for this season's wear. We are selling a great large number of them every day. Our styles are the very best; our prices are the very lowest.

Wash Fabrics.

Scotch and French Ginghams will be closed out at extremely reduced prices.

Wash Fabrics of all kinds will move lively at the reduced prices placed on them.

20c quality Scotch and French Ginghams reduced to..... 12 1/2c yard

32-inch 25c quality Scotch and French Ginghams reduced to..... 15c yard

Best quality Apron Checks Domestic Ginghams reduced from 10c to..... 6 1/2c yard

Double width Pillow Case Cotton, bleached, at... 10c yd

Best Outing Flannel reduced to..... 7 1-2c yard

Shaker Flannels reduced to..... 4 1/4c yard

Everything in our Domestic and Wash Goods department to go at cut prices to close out a large accumulation of Remnants of Ginghams, Tickings, Bleached and Brown Cottons, Wash Fabrics, Curtain Stuffs, Outing Flannels, etc., marked at a price to clear them out.

Bargains in Towels.

Pure Linen Damask Towels reduced from 12 1-2c to 9c

25c quality Damask and Turkish Towels red. to..... 19c

Hosiery and Underwear

Ladies' Hose that sold at 20c, reduced to... 12 1-2c pair

Ladies' 25c and 30c Hosiery reduced to..... 19c pair

Ladies' 40c and 50c Hose reduced to..... 29c pair

One lot Ladies' Silk and Fail Lisle Thread Hose reduced to..... 43c pair

Children's double knee ribbed Hose reduced to 19c pair

Children's ribbed fast black Hose at..... 12 1-2c

Underwear.

Ladies' 25c quality Ribbed Vests reduced to..... 19c

Ladies' genuine Lisle Thread Richelieu Ribbed Vests, white or ecru, silk trimmings, worth 50c and 60c, reduced for this sale to..... 39c

Ladies' pure Silk Underwear, in fashionable colors, black and ecru, reduced to..... 79c

Muslin Underwear.

These goods are nicely made, back stitched and of superior workmanship and splendid material, at regular prices; they are money-saving investments at these extremely reduced prices. You cannot afford to buy the material and make them at home.

Ladies' Night Gowns, trimmed, at 59c, 69c, 79c, 98c each

Ladies' Drawers, tucked and ruffled trimmings, at..... 25c, 35c, 50c each

Ladies' Corset Covers at..... 9c up to 50c

Children's and Misses' Gowns, \$1 kind, down to... 50c

Bagains in Every Dep't

Choice of any Fan in the house at one-half off the regular price.

Silk Hose Supporters, satin belts and silk web, worth 50c, reduced to..... 29c

All wool French Challies, to close at..... 29c yard

Half wool Challies reduced to..... 12 1-2c yard

Ladies' pure Silk Mitts at..... 15c a pair

25c quality Silk Mitts reduced to..... 19c a pair

Kid Gloves at reduced prices.

Ladies' Embroidered Handkerchiefs at 5c, 11c, 17c, 25c

All at reduced prices to close out several large lots.

Silks at greatly reduced prices to close. Black

Dress Goods cheaper than ever. Colored Dress Goods to

be closed out at decidedly reduced prices.

If you have a Silk want, if you have a Dress Goods

want, call this week and you will secure the benefit of

the reduced prices.

The phenomenal bargains we offer this week in

every department will save you money on every article.

N. & M. FRIEDMAN

70-72 MONROE ST.